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ABSTRACT

This teaching unit, The Newspaper Carrier As a Small Businessperson, is one in a series of career guides developed by Project CHOICE (Children Have Options in Career Education) to provide the classroom teacher with a source of career-related activities linking third and fourth grade elementary classroom experiences with the world of work. Part of the Marketing and Distribution Occupations Career Cluster, these seven lessons give an overview of the small business enterprise conducted by a newscarrier, including the qualifications and educational skills necessary to perform the job. An introductory section gives the unit rationale, goals, performance objectives, entry-level assessment, and evaluation. A list of instructional materials, such as films, filmstrips, books, art supplies, and community resources, is included in this section. Each lesson contains a statement of purpose, materials needed for the lesson, an introductory statement, class activities, and a summary activity. Written materials (such as worksheets, surveys, and task cards) are included where feasible. (This guide is one of twenty-four in the series for grades 3 and 4--CE 025 766-789.) (MEK)

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A CAREER UNIT FOR GRADES 3 AND 4

THE NEWSPAPER CARRIER AS A SMALL BUSINESSMAN

(Marketing and Distribution Occupations Career Cluster)

[redacted]

February, 1978

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
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FOREWORD

Project CHOICE: Children Have Options in Career Education, is an Exemplary Project from the San Diego City School District, which has been adapted, with ESEA Title IV-C funding, for Kern County Schools.

Through Project CHOICE, units have been developed to provide the classroom teacher with a source of career-related activities linking classroom experiences with the world of work. All students, regardless of their post-high school plans, share an equal need for career awareness, decision making skills, and other elements of career education. This goal can be accomplished if all teachers and counselors "fit" the appropriate units where they best apply in the curriculum.

We are indebted to the San Diego City School District, and the Project CHOICE staff, for developing and field testing the original units.

For their excellent work in re-writing the units in order to adapt them for use in Kern County Schools, we wish to recognize:

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Marketing and Distribution Occupations Career Cluster

THE NEWSPAPER CARRIER AS A SMALL BUSINESSPERSON

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MARKETING AND DISTRIBUTION
CAREER CLUSTER:

THE NEWSPAPER CARRIER AS A SMALL BUSINESSPERSON

TEACHER'S GUIDE

RATIONALE

Most of us realize that the newspaper has an influence on our daily activities, opinions and awareness of the world around us. Most children are interested in and have had experience with a newspaper. Included in this unit are activities designed to make the children aware of the effort involved in delivering the newspaper. Job appreciation and worker/consumer attitudes will also be explored.

GOALS

Through this unit, the students will:

- -Learn about the newspaper carrier as a small businessperson.
- -Acquire an understanding of the qualifications necessary to become a newspaper carrier.
- -Become aware of the service performed by a newspaper carrier.
- -Become aware of job opportunities as a newspaper carrier in our city.
- -See the relationship between educational skills and working as a newspaper carrier.

PERFORMANCE OBJECTIVES

The students will be able to:

- -Identify at least three tasks the newspaper carrier must perform in order to work a route successfully.
- -Give a brief description of how a newspaper carrier would handle deliveries, a stop order, complaints, collections, substitutes and inserts.
- -Name at least four personal qualities necessary in order for the newspaper carrier to sell his or her self (appearance, manner, speech, attitude, knowledge of newspaper.
- -Name at least three supply items newspaper carriers must purchase in order to perform their jobs.

-Describe a carrier statement and explain the differences between total credits and total charges.

-Name at least three skills necessary in order for a newspaper carrier to do his or her job.

ENTRY LEVEL ASSESSMENT

Use this informal inventory to determine the class awareness of the newspaper carrier business:

1. Name some tasks the newspaper carrier must perform.
2. Write a brief description of how a newspaper carrier would handle deliveries, stop orders, complaints, collections, substitutes, and inserts.
3. Name some personal qualities necessary in order for the newspaper carrier to sell his or her self.
4. List some supply items a newspaper carrier must purchase in order to perform his job.

EVALUATION

The final lesson has been set aside for evaluation. The Entry Level Assessment may be used as a pretest as well as a post test, or the teacher may wish to develop his/her own. Responses may be taped or written, so that comparisons may be made in order to determine how well pupils have achieved the objectives.

SUGGESTED INSTRUCTIONAL MATERIALS

The following materials and equipment may be used in this unit:

*A Carrier Training Manual from a local newspaper (important for Lesson 1).
-Books, as listed.
-Films and soundstrips, as listed.
-Tapes and tape recorder.
-Film and filmstrip projector.
-Newspapers and magazines.
-Art materials.
-Task cards.
-Record player.

Film:

Newspaper Story

Soundstrips:

Career Awareness
Wally the Worker Watcher; Newspaper Boy and Junior Homemaker

Books:

Title	Author
What's New Lincoln?	Fife
Let's Go to a Newspaper	Sootin
Stop the Typewriters	Sargent
I Want to Be a News Reporter	Greene

AVAILABLE IN INSTRUCTIONAL RESOURCE CENTER: OFFICE OF THE KERN COUNTY SUPERINTENDENT OF SCHOOLS:
(Please preview first, to be certain of suitability for specific students and situations.)

Films:	FK	1342	The Finished Newspaper	(7-12)
	MP	(new)	How to Read Newspapers (2nd Ed.)	(9-14)
	FK	1372	Preparing News for Print	(7-12)
	FK	1377	Reading Daily Newspapers	(7-12)
	FK	1404	Understanding Feature Stories	(7-12)
	FK	1421	Writing for Newspapers	(7-12)
	MP	1221	Analyzing Advertising	(9-12)
	MP	3444	Newspaper Story	(8-12)

COMMUNITY RESOURCES

The following resource persons may be used in this unit:

-Parents.
-Local newspaper carriers.
-Local newspapers.

Bakersfield Californian; Mrs. Clydene Morrison - 322-5463, 1707 Eye Street, Bakersfield, California

*For carrier manual, Now That You Are in Business For Yourself, contact Bob Marion, Circulation Promotion Sales Manager; Bakersfield Californian,323-7631, Ext. 249.
OR
Reproduce sample manual pages, following Lesson 7.

INSTRUCTIONAL STRATEGY: LESSONS 1-7

Lesson 1

PURPOSE

To familiarize the students with the tasks a newspaper carrier must perform in order to work a route successfully.

MATERIALS

1. Visitor: a newspaper carrier from your school or a nearby junior high school.
2. Task cards.
3. Entry Level Assessment.

INTRODUCTION

Say: "Today we will begin our study of a newspaper carrier. The boy or girl working a paper route is actually in business for him or herself."

CLASS ACTIVITIES

1. Take pre-test.
2. Listen to newspaper carrier tell about the work he or she performs.
3. Small groups may study Carrier Training Manual.
4. Do task cards.

SUMMARY

1. Review visitor information.
2. Reports from children studying the Carrier Training Manual.
3. Individual reports from children using task cards.

Lesson 2

PURPOSE

To make the students aware of how a newspaper carrier would handle various responsibilities, such as:
deliveries, stop orders, complaints, collections, substitutes, inserts.

MATERIALS

1. Task cards.
2. Film: Newspaper Story, #3444 (available through Instructional Resource Center, Superintendent of Schools Office).
3. Construction paper.
4. Felt pens.
5. Carrier Training Manuals.

INTRODUCTION

Say: "Let's explore some of the responsibilities a newspaper carrier must be able to perform. How do you think he would handle deliveries, stop orders, complaints, collections, substitutes, inserts?

CLASS ACTIVITIES

1. Have a class discussion to review the question in the introduction.
2. Use task cards.
3. View and discuss film.
4. Make Carrier Responsiblitity posters.
5. Groups of children may explore the Carrier Training Manuals.

SUMMARY

1. Summarize the discussion.
2. Review film.
3. Individual reports from children using task cards.
4. Display posters.
5. Reports from children using Carrier Training Manuals.

Note: Some children may enjoy filling out the sample of a newspaper carrier's receipt, on the following page.

SAMPLE NEWSPAPER CARRIER'S RECEIPT

Receipt for _____ Month

Received of _____ (Customer's name)

Address _____

For delivery of _____

Amount paid _____

Date _____

Carrier's signature _____

Carrier's phone number _____

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Lesson 3

PURPOSE

To make the students aware of the personal qualities necessary in order to 'sell him or herself'. We will consider such things as: appearance, manner, attitude, knowledge of paper and content.

MATERIALS

1. Resource person (ask one or two newspaper carriers in your school or a neighboring junior high to answer questions regarding personal qualities and responsibilities).
2. Guide for Resource Person, next page.
3. Task cards.
4. Carrier Training Manual.
5. Paper and pencil.

INTRODUCTION

Say: "Do you feel that courtesy, attitude, manner and speech are important when you're in business for yourself? Can you give examples of situations in which you felt good about something because of courtesy, attitude, manner or speech? Do you think it's important for a businessperson to know his or her product? Why? Should the newspaper carrier know something about the paper he is selling? Why?

CLASS ACTIVITIES

1. Listen to the guest speaker; have a question and answer period.
2. Use task cards.
3. Groups of children may explore the Carrier Training Manual.
4. Write stories about situations involving the use of good social skills.

SUMMARY

1. Summarize the talk given by the resource person.
2. Individual reports from children using task cards.
3. Reports from children using Carrier Training Manual.

BE IN BUSINESS FOR YOURSELF - AS A NEWSPAPER CARRIER

(To be used as a guide for Resource Person-Lesson 3)

1. Are you a dependable business person?
2. How do you receive the papers that you deliver?
3. What training is necessary for your job?
4. How do you "sell yourself"?
5. When do you work? (hours)
6. How do you handle deliveries, stop orders, complaints, collections, substitutes and inserts?
7. When do you make collections? Do you bill the customer? Do you give a receipt?
8. Explain the expenses you have in your business (rubber bands, papers, bag, insurance).
9. What are the things that you do not enjoy about your job?
10. What are the things you do enjoy?
11. Can you offer advice to anyone interested in becoming a newspaper carrier?

Lesson 4

PURPOSE

To familiarize the students with the supply items necessary for the newspaper carrier to purchase in order for him to perform his job.

MATERIALS

1. Task cards.
2. Books: What's New Lincoln?, by Fife
   Let's Go to a Newspaper, by Sootin
3. Order form, next page.

INTRODUCTION

Say: "How many of you realize that it costs money to run a business? Do you know what supply costs might be necessary in order to maintain a paper route?

CLASS ACTIVITIES

1. Class discussion to review the question in the Introduction.
2. Partners may read books together.
3. Do task cards.
4. Fill out order forms.

SUMMARY

1. Summarize the class discussion.
2. Students will give book reports.
3. Individual reports from children using task cards.
4. Share order forms and save them for the next day.

NEWSPAPER CARRIER ORDER FORM

Name _____ Date _____

Item	Date Purchased	Amount	Cost
1. Newspapers			
2. Bag of Rubber Bands			
3. News Bag			
4. Insurance			
5. Poly Bags			
6. Other Charges (pencils, new tires, erasers)			

Total Amount for Supplies _____

Price List

1. Newspapers - wholesale rate (your profit will be 6¢ - total cost to the customer is 12¢ per paper)	6¢ each
2. Rubber Bands (bag)	$1.00
3. News Bag	4.00
4. Insurance (per month)	1.08
5. Poly Bags	.25 per hundred

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Lesson 5

PURPOSE

To familiarize the students with the carrier statement. To make the students aware of the fact that the difference between the total credits and total charges will be the profit the carrier makes.

MATERIALS

1. Order forms (filled out the day before).
2. Carrier statement, next page.
3. Task cards.

INTRODUCTION

Tell the children: "Today we will use our order forms or carrier expenses and a carrier statement form in order to determine the profit a carrier would make for a month of hard work."

CLASS ACTIVITIES

1. Make out a carrier statement.
2. Use task cards.

SUMMARY

1. Summarize the findings from the carrier statements.
2. Individual reports from children using task cards.

NEWSPAPER CARRIER STATEMENT

Name _____ Date _____

Charges (from order form)

Newspapers (cost to carrier)	$ _____
Other supplies	$ _____
Total Charges:	$ _____

Business Earnings

Total amount of collections	$ _____
Inserts (¼¢ each)	$ _____
Other credits	$ _____
Gross Profit:	$ _____

Balance Due:

Gross profit	$ _____
Newspaper Company (charges) subtract to find the Carrier Profit:	$ _____

Lesson 6

PURPOSE

To develop students' awareness of the importance of the skills they are studying now and how they relate to their future achievements.

MATERIALS

1. Ditto of A Newspaper Carrier Needs Skills, next two pages.

INTRODUCTION

Say: "We are studying many skills in school. If you were a newspaper carrier could you use any of the skills we are studying now? Let's look at the list of responsibilities and skills and try to determine which skills might be necessary in order to perform each task."

CLASS ACTIVITIES

1. Do ditto together.

SUMMARY

Class discussion to summarize skills necessary to carry through responsibilities.

A NEWSPAPER CARRIER NEEDS SKILLS

Name _____ Date _____

Responsibilities	Skills Needed
Service (making deliveries)	1. _____
	2. _____
	3. _____
Collections and Call Backs	1. _____
	2. _____
	3. _____
Increase (make more deliveries with new customers)	1. _____
	2. _____
	3. _____
Substitutes	1. _____
	2. _____
	3. _____
The Draw	1. _____
	2. _____
	3. _____
Carrier Form (supplies)	1. _____
	2. _____
	3. _____

A NEWSPAPER CARRIER NEEDS SKILLS (cont.)

Name _____ Date _____

Responsibilities	Skills Needed
Carrier Statement	1. _____
	2. _____
	3. _____
Complaints	1. _____
	2. _____
	3. _____

Reading Running Riding Sharing

Self-direction Writing

Walking Courtesy

Keeping things in order Listening Math

Language Drama Speaking

Dancing Spelling Helping Others

Practicing Independence Friendship

Playing Instruments Following Directions

Lesson 7

PURPOSE

To develop students' awareness of how much they have become aware of the activities, services, and expenses of a newspaper carrier.

MATERIALS

1. Tape recorder and tape or paper and pencil.
2. Tape from pre-test or written pre-test.
3. Entry Level Assessment.
4. All of the task cards.

INTRODUCTION

Say: "Today we will find out how much we have learned about a newspaper carrier. Let's listen to the tape we made before the unit began. Let's find out how much we know now." (Could read over the pre-test and compare with post-test results.)

CLASS ACTIVITIES

1. Listen to pre-test tape.
2. Make a new tape as a post-test.
3. Free use of task cards.

SUMMARY

The children should feel free to talk about the things they enjoyed about this unit. They should feel free to express likes and dislikes.

WELCOME . . .

You are now a member of our Young Merchants Program and are probably about to take your first step into the world of business.

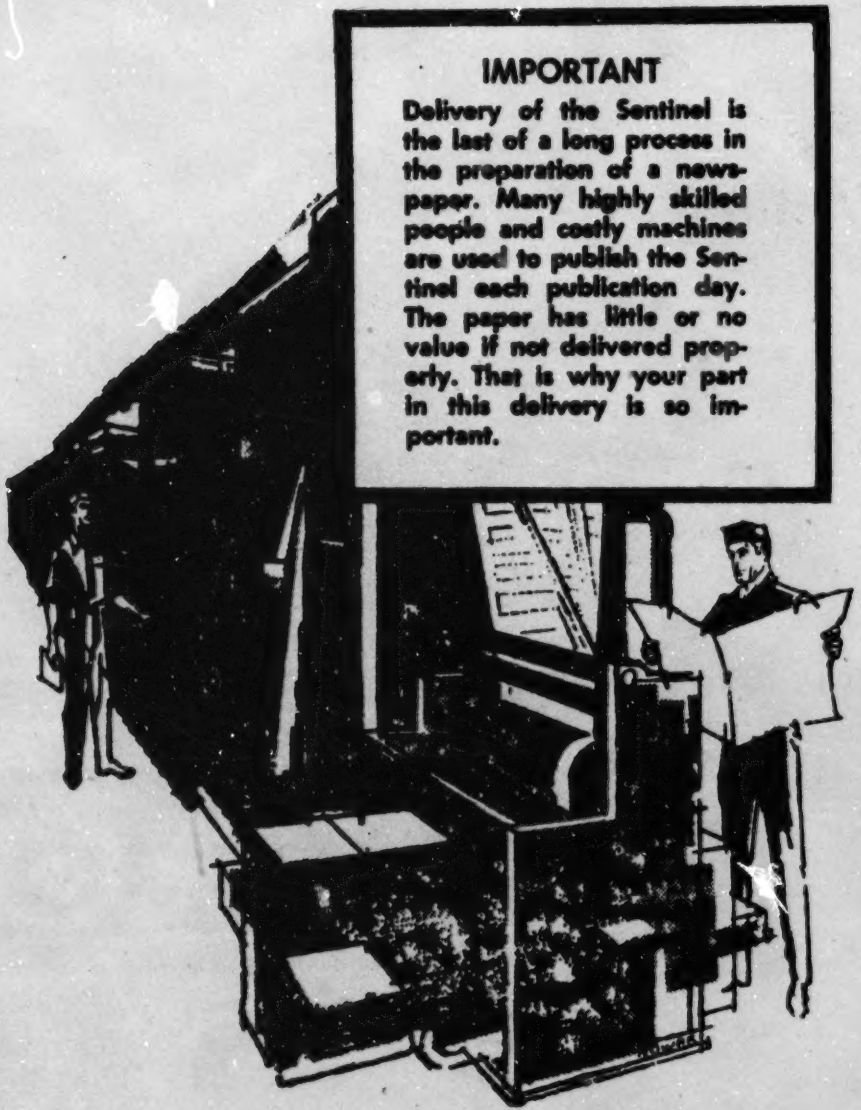
We wish you success in your endeavor and offer you the benefit of our experience to make the time spent working on your route exciting and rewarding.

This booklet will serve as a guide to help you manage a profitable newspaper route. It will show you how to obtain new collections and increased profits. You will find everything you need to become a successful carrier-dealer with the SENTINEL. Please read it from cover to cover.

Honesty, self-confidence, salesmanship and good service are essential to success. Your work as a newspaper carrier offers a practical application of these qualities. Following these suggestions will help you become a respected and trustworthy businessman.

IMPORTANT

Delivery of the Sentinel is the last of a long process in the preparation of a newspaper. Many highly skilled people and costly machines are used to publish the Sentinel each publication day. The paper has little or no value if not delivered properly. That is why your part in this delivery is so important.



SERVICE . . .

The best method to insure perfect service is to PORCH ALL PAPERS. By putting the paper next to the door it is one step from being in the house. Once the paper is in the house the probability is greater that it will be read. If the paper is read, the people will appreciate it more and perhaps pay regularly.

It isn't hard to have perfect service if you just porch all your papers and make all your deliveries by 6:00 P.M. Wednesday and 8:00 A.M. Sunday. By doing this you are increasing the potential collections on your route by impressing the people with your service.

APARTMENT DELIVERY . . .

In apartment buildings the papers should be placed on the door knobs of each occupied apartment. They should not be placed in the mailboxes or under them. Check with your advisor regarding apartment delivery on your route, when in doubt.

RAINY WEATHER DELIVERY . . .

Plastic bags will be available for rainy weather delivery. They should be used only on those homes that don't have safe, dry porches. Even if plastic bags are used, the paper should still be banded and placed on the porch or by the doorway. If you don't have plastic bags on hand and you intend to use them, do not wait for a rainy day to turn in your order. Have your supplies on hand when you need them. This also includes rubber bands.

SERVICE TIPS . . .

1. Deliver the route first. (Before other activities.)
2. Deliver in the same direction each day.
3. Deliver quietly.
4. Count your papers for each publication.
5. Deliver to every house on your route unless you have been notified by the office to do otherwise.
6. Be prepared to protect papers from weather while delivering.
7. Be prompt.
8. Place the paper in a convenient place on the porch.
9. Place the paper in a safe, dry place.
10. Make sure all papers are inserted properly.
11. Be careful in the use of helpers — take only your sub and only when training him on the route.
12. Be careful in throwing the paper. Use an underhand throw whenever possible or if necessary, get off your bike and lay the paper on the porch.
13. Move through halls and up and down stairs quietly.
14. All apartment house papers should be delivered on the door knob. It is against postal regulations to leave it in the mailbox.

Inserts:

Occasionally we have instrets. These are separate sections which are to be delivered along with the main section of the Sentinel. Make sure you deliver a complete paper to each person on your route. Your inserts will be dropped along with your regular Sentinel main sections.

Good Service Pays When It Is Time To Collect!

COLLECTIONS . . .

You should start your collecting no later than the 28th of the month. It is important that you have a regular collecting period each month. This way the customer knows the time which you do your collecting and can have your money ready for you. If you come at various times of the month, he doesn't know when to expect you.

Give yourself plenty of time to do your collecting. Don't put it off until the very last minute and expect to have all of your money collected on time to settle your collections. The reason for this is that people have their money at various times during the month or might not be home when you first call on them. If you are collecting late you might not have time to collect before your bill is due.

The payment of $1.00 per month is entirely VOLUNTARY on the part of the Sentinel readers. Call on every house to which you have been delivering a paper during the month. Be neat in appearance, and be polite in dealing with the public. Your results will show an improvement every month. People who do not pay one month, may pay you the next month. This is why it is important for you to call on every address delivered to each month.

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CALL-BACKS:

Write down the addresses of the people who tell you to call back. Anyone can collect the easy ones, the profit is in making your call-backs. Issue a receipt to everyone who pays you. Your collections are due on settlement day. (Your advisor will notify you at your collection meeting what day it will be.) Bring your collection book and money with you.

COLLECTION TIPS . . .

1. Be neat and clean.

2. Don't use substitutes or helpers to make collections.

3. Don't collect while delivering.

4. When approaching a person to collect:
   a. Knock firmly or ring the doorbell and step back.
   b. Never peek in the door.
   c. Stand erect and smile.
   d. State business.
   e. Thank them.
   f. Be courteous and friendly at all times.

5. Call on every person on your route to whom you deliver a paper.

6. Make plans to follow up on those people who were not at home, who did not have proper change, or who did not have money to make payment.

Collecting is the magic ingredient which makes newspaper route management a builder of boys into men. Without it, nearly every other advantage of newspaper route experience would be less valuable. Collecting is the magic ingredient which makes the newspaper route a business instead of an ordinary chore which any boy could do.

INCREASE:

The third basic fundamental of route work is increase. Increase means building-up your route by producing new collections. The more new collections you make, the more money you'll earn. Did you know that each of your collections are worth $4.80 in route earnings to you each year?

Therefore, if you add 20 new "collections" to your route this year, you'll make $91.00 in additional route earnings, if you keep them for a year, and 40 new collections means $192.00 additional route earnings per year.

With a little extra effort think what you could do to your savings account . . . you could earn and save that money you need for college. How about buying your own clothes or maybe that special item that you have been wanting to get? There are many useful ways that you can apply your route earnings.

Your route is constantly undergoing change. It is your responsibility to see that your route keeps up with those changees. You always want to keep your route from showing a loss, and if possible, to show a gain on it each month. In order to do this, you will have to make regular collection calls on all the people you deliver to every month.

SUBSTITUTES . . .

You are responsible for obtaining and training your own substitute. Your sub should be a responsible boy who you know can do a good job. It is important that you have a sub, so that if you become ill or go away on vacation, there will be someone who can do your route.

Whenever you plan to use your substitute notify your advisor of the dates you plan to use him, his name, address and telephone number. MAKE SURE HE HAS A ROUTE MAP & STOP LIST.

THE DRAW . . .

The draw is the amount of papers you receive each day. When you receive your papers count them to make sure that you have enough. Call your adviser if you are short.

If you have problems about the number of papers you are receiving, call your advisor.

COLLECTION BOOKS . . .

You will be issued a collection book around the end of the month by your advisor. Take the book and call on every person on your route to whom you deliver a paper each delivery day. When you finish your collections you are to bring your money along with our book to a settlement meeting which your advisor will arrange with you.

She will count the number of receipts used in your collection book for the month you were collecting and verify this with the number of collections you made. Your carrier statement will then be completed and a "settlement" determined. The district advisor will take your collection book for auditing and return it to you the following month.

Take care of your collection book. It is very valuable property and represents a lot of money. YOU WILL BE CHARGED FOR ANY LOSSES.

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THE BILL: . . .

This gives you an idea of what your bill will look like.

1. This is your wholesale rate of $.60 per collection multiplied by the number of collections you made. Your profit is $.40 out of every $1.00 collection.

2. If you purchased any supplies during the month it will be entered here on your bill. A bag of rubber bands is $1.00 and new bags are $4.00.

3. Insurance is $1.08 per month. This insurance is only in case you have an accident. It does not cover broken windows, screen doors, plants, etc. You are responsible for this type of damage.

4. This is delivery credit for the number of papers delivered during the month multiplied by your rate per paper.

5. Balance due carrier or the Sentinel is the difference between the Total Credits and Total Charges.

QUOTA: _____ Route _____

THE
SENTINEL NEWSPAPERS
CARRIER STATEMENT

Month _____

CHARGES

.....Collections	@	$1.00	$.....
1—Paid Office	@	.60	$.....
2—Bands purchased on			$.....
2—Bag purchased on			$.....
3—Insurance			$ 1.08
Other Charges:			
			$.....
Total Charges			$.....

BUSINESS EARNINGS

4—Delivery Allowance	@	½c	$.....
.....Collections	@	.40	$.....
Paid Office	@	$1.00	$.....
Inserts	@	¼c	$.....
Other Credits			$.....
GROSS PROFIT			$.....

5--BALANCE DUE

Company $.....

Carrier $.....

Approved **X** _____

District Manager _____

How to Handle

STOPS . . . COMPLAINTS

SERVICE NOTICE

Route .....

Date .....

Good service is good business
Porch all papers.

Time .....

STOP	COMPLAINT

Name .....

Address ..... Apt. .....

City ..... Phone .....

Remarks .....

.....

.....

..... By .....

ALL MESSAGES CONCERNING STOPS & COMPLAINTS WILL COME TO YOU ON THIS FORM:

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How to handle stops, complaints . . . cont.

1. STOP ORDER–

This form checked "Stop" notifies you to stop delivery to an address. The following are reasons for and way to handle stops:

a. If you see papers stacking up at any address you deliver, stop delivery and notify your advisor.

b. If a person on your route no longer wants the paper delivered, politely ask him to notify the Circulation Dept.

c. Watch particularly for people going on vacation and stop delivery. Notify your advisor. Papers piled up on a front porch indicate that the family has gone and will invite theft.

2. COMPLAINTS–

This form will indicate that you have been charged with a service error. Reason for the error will be written in under "remarks." If you receive a complaint, contact the subscriber that afternoon and assure him service will be improved. Your monthly profits will depend heavily upon you giving good service. Do the job right and you will prevent complaints, and make more money. Worth it, isn't it?

READ YOUR MAIL EACH DAY BEFORE DELIVERING. MAKE SURE YOU UNDERSTAND YOUR MESSAGES. CALL YOUR ADVISOR, WHEN IN DOUBT.

To Parents:

Your cooperation and guidance will greatly add to laying a sound foundation in your son's future endeavors in the business world. Any time you would like to discuss any part of your son's newspaper activities with us, please feel free to call.

Circulation Manager

ITEMS TO REMEMBER:

1. Call your advisor whenever you plan to use a substitute, giving his name, address and phone number.
2. Give a month's notice if you wish to give up your route.
3. Notify your advisor immediately if you are hurt on your route.
4. Do not take anyone with you while you are collecting. Use your substitute only while training him, or on days he is actually going to deliver for you.
5. When calling your advisor, give your name, route number and then the information that you have.

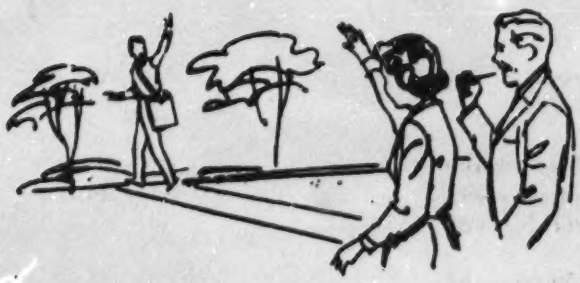
Today's Newspaperboys are Tomorrow's Leaders!

BUSY BOYS ARE BETTER BOYS!

COLLECTION INCREASE TIPS

Reasons a Carrier should increase their Collections

1. **PRIDE in your route and in building a record that is the envy of all other carriers.**
2. **IT is part of your responsibility as a carrier according to your contract.**
3. **FROM THE PROFIT STANDPOINT ALONE, IT IS IMPORTANT for a carrier to increase their route collections.**
4. **TO QUALIFY for the many trips and prizes which are available every month.**
5. **YOUR TIME collecting is the most profitable time invested of all your route work. At 40c per collection and the rewards available from the Sentinel contests, it is well worth it to develop good collection techniques.**



SELL YOURSELF

The impression you give your customers is an important part of convincing them to pay for the paper. The following are ways you can sell yourself:

1. APPEARANCE . . .

Be neat and clean. Don't look like you are ready for a fishing trip or football game, but like a successful young business person.

2. MANNER . . .

Be friendly and courteous. Impress them with your desire to be successful and serve them.

SELL YOURSELF (continued)

3. SPEECH . . .

Speak slowly and distinctly.

4. ATTITUDE . . .

Be enthusiastic about your work and let your prospective customers know it too by showing them you believe in your product.

5. KNOW YOUR PAPER . . .

When collecting it is often a good idea to point out the features of the paper to the people. Be able to show how these features can benefit them. This is where it is important to know your paper. Try to read your paper so that you are familar with its features and are able to talk about them and point out their advantages. The following are some of the features which are in the Sentinel:

a. Complete local news coverage.

b. Complete buyer's guide—food, clothing, furnishings, automotive, travel, and entertainment.

c. Employment and employing source.

d. Fashion news and suggestions.

e. Health news and suggestions.

f. Society news.

g. Local sports guide.

h. Real Estate guide.

i. Free cash awards each Sunday.

SAMPLE APPROACH

The following are some collection speeches to give you an idea of what to say when approaching a person on your route for a voluntary collection. In many cases by using such a speech you can gain a collection from someone you have never been able to collect from. Remember enthusiasm as well as ability are necessary in order to be successful. By showing the people that you are eager to make a success of your business, you encourage more people to pay you regularly.

"Hello Mrs. ..... my name is ....., your Sentinel carrier. I have been leaving a copy of my paper at your doorstep during the past month. I hope you found it worthwhile. I would like to ask you to become one of my regular paying customers at $1 a month. I hope you found the shopping and local news helpful like most of the families in the neighborhood.

If she pays, thank her and give her a receipt.
If she does not pay, tell her: "That is perfectly all right, Mrs. ..... I will still leave you a paper every day because perhaps later on you will find it valuable. Thank you for your time and sorry to trouble you."

Another approach you might use . . .

"Hi, I am your Sentinel carrier salesman. I deliver the Sentinel to your door.

The subscription price is $1.00 per month.

Can I put you on my list of paying customers who receive the Sentinel?

If she insists that she doesn't want delivery continued, then tell her: "If you don't mind, call our circulation office at 274-3212. Sometimes routes change and they want to have a record of any stop orders. Then they will give me a note on it. Thanks again for your time."

You don't have to say these speeches word for word but it should give you a good idea on how to approach the people and what to tell them.

HOW TO HANDLE OBJECTIONS

The following are ways to handle objections politely and possibly make a collection:

"Why should I pay if i don't have to?"–

"You are right -- you are not obligated to pay for the paper, but if you appreciate my delivering the paper on your porch every Wednesday and Sunday and receive enough reading value from my paper, I would appreciate your paying me this month. I will receive a commission from your subscription plus a chance to earn (tell them about the contest).

"We can't afford the newspaper."–

"I appreciate your viewpoint. But, let's just see what you get in our newspaper; a weekly buying guide that'll save you money, columns of interest to members of the entire family, and delivery right to your doorstep so you won't have to go out of the house to get your news. You get all of this for less than 25c per week – plus – you are eligible in the free cash awards each Sunday. The money you save by taking advantage of the advertising in my paper will more than cover the subscription price of $1. Where else can you get such a bargain?"

"We don't have time to read."–

"Nearly all of my customers are busy people because they have important things to do. They feel they must know what is going on and want to get it the quickest and surest way – and that will be in my newspaper. Once you get acquainted with it you will be able to find the news you want in hardly any time at all. Many of my customers have found they have saved more than an hour from their shopping time by checking the ads in my newspaper."

"We take a paper now."–

"Many of my customers take two newspapers. Our paper is the only paper that carries local news. Also, our paper has local advertising and classified ads which other papers don't have."

"I didn't order the paper."–

"I deliver a paper to everyone. Payment is voluntary. If you feel I have been giving you good service and you are receiving enough value from the news and advertising in my paper, you can pay me and I will give you a receipt. Your payment will enable you to participate in the Sentinel's free cash award each Sunday in the classified section.

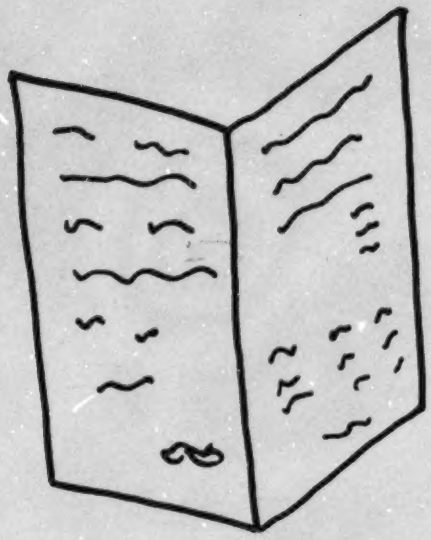
Keep this in mind . . .

A QUITTER NEVER WINS;
A WINNER NEVER QUITS.

Just because you don't succeed the first time, don't give up. Keep working and you are bound to succeed. Remember the mark of a good carrier is how good a salesman he is. Any carrier with a little bit of work can get perfect service and get his bill paid on time, but it takes a top notch successful young businessman to increase his collections each month.

THIS IS A MAP OF YOUR ROUTE:

These are the current stops on your route:



KNOW

YOUR

PRODUCT!

You need:

1. a newspaper
2. paper
3. pencil

You are a newspaper carrier. In order for you to increase your route and make more money you should know your paper. Study the newspaper you have. Be ready to point out some good features about the paper. Show the class: fashion news, health news, society news, sports guide, real estate guide, complete buyer's guide, employment guide and some interesting news coverage.

You need:

1. paper
2. pencil
3. crayons

The company pays you 1/4 of a cent extra for the inserts you put in the newspaper. How much extra money will you receive for:

100 inserts?

200 inserts?

500 inserts?

600 inserts?

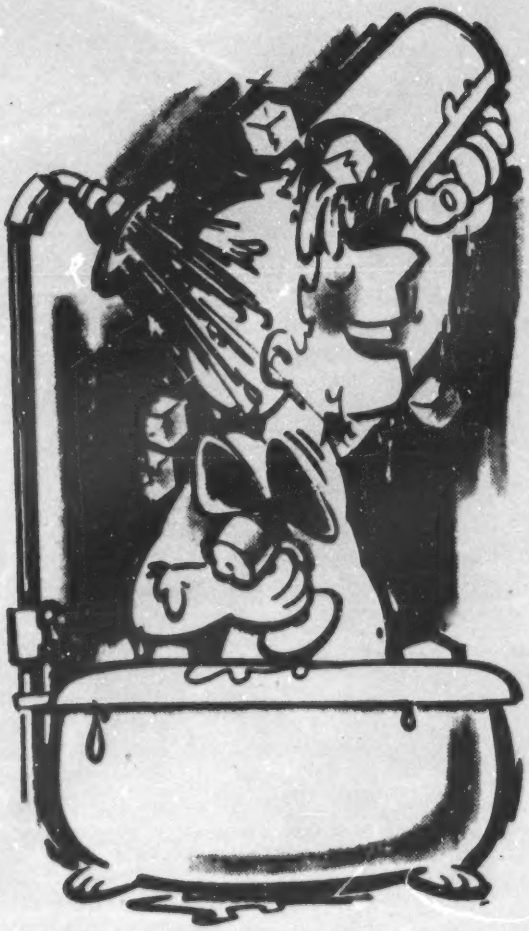
Design a clever insert for yourself. Plan to sell many of your special treasures!

PLAN
AHEAD

You need:

1. paper
2. pencil
3. crayons

Map out your own paper route. Make a map of your neighborhood. Show some stops where deliveries will be made. If you have time list some of your favorite customers.



KEEP THOSE

PAPERS DRY!

You need:

1. drawing paper
2. pencil
3. crayons

It's raining "cats and dogs"! You must deliver your papers. You have plenty of poly bags to put your papers in so they will remain dry. Make a cartoon sketch to show the tasks you must complete in order to make your deliveries.

I'D

RATHER

TAKE A

DIP!

You need:

1. paper
2. pencil

It's a hot day. You don't feel like delivering newspapers. Write a paragraph about your responsibilities to your customers. How do you feel when you complete your job? How do your customers feel?

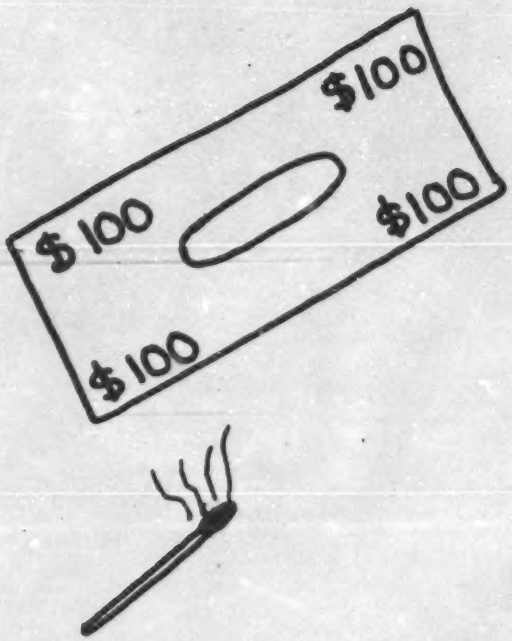
HELP!!!

I Need a Substitute

You need:

1. paper
2. pencil

It's a great season for fishing. Your family is planning a short vacation! Call a substitute! Write a paragraph about your own responsibilities to the sub! When is it "ok" to use a substitute? Do you notify your advisor? How do you choose the right person? How is he trained? Does he need a route map and stop list?



MONEY TO BURN!

You need:

1. art paper
2. felt pens
3. crayons

You are a newspaper carrier. You are in business for yourself. You are earning money. Color a picture to show some of the ways you will use your hard earned money.

COMPLAINT DEPARTMENT

You need:

1. skill as an actor
2. another person to help!

One of your customers is very angry! You threw the paper into her tree! A limb was broken off! She's called your advisor. How would you handle the customer? Use many social skills! You'll need them. Act it out! Can you think of another situation that could cause a customer to complain? Act it out!

SOLD TO

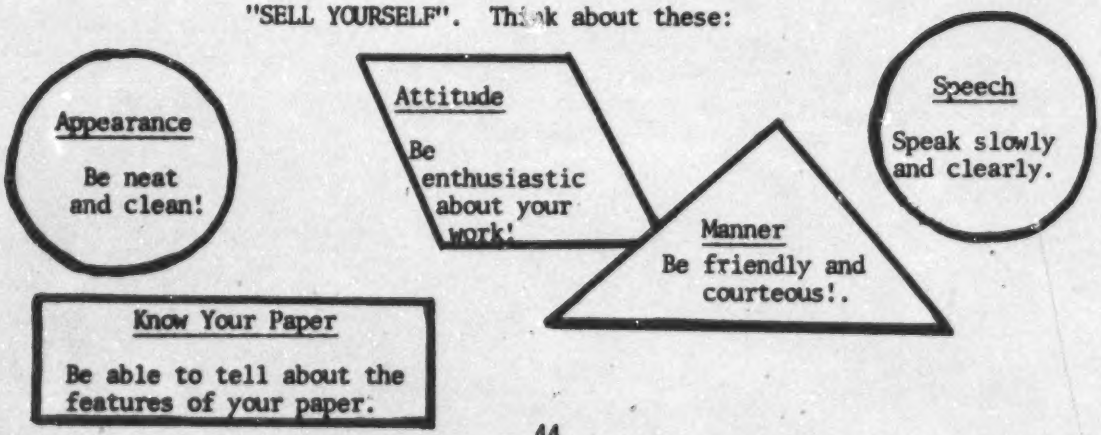
THE HIGHEST

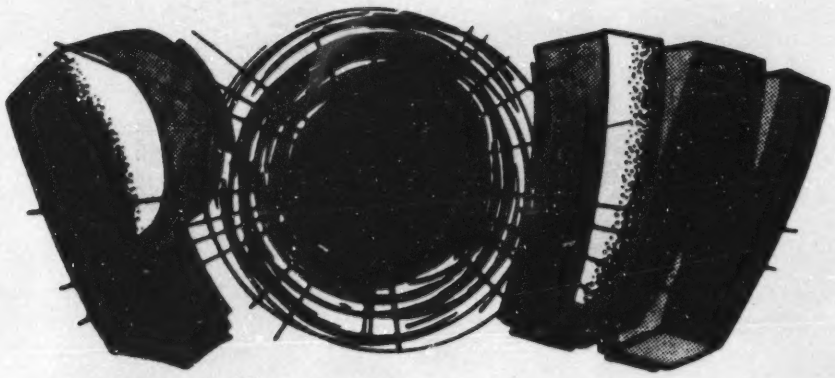
BIDDER!

You need:

1. art paper
2. pencil
3. crayons

The impression you give your customers is an important part of being a successful newspaper carrier. Make a poster to "SELL YOURSELF". Think about these:





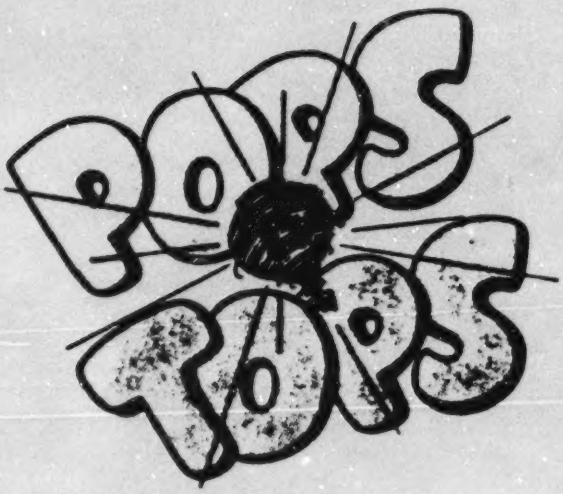
QUICK ON THE DRAW

You need

1. paper
2. pencil

The draw is the amount of papers you receive each delivery day. Count them to make sure you have enough. Make a chart like the one below. Fill in the amount of money you would earn if each paper cost you 6¢ and each customer paid 10¢. You will get 4¢ for every paper you deliver.

Draw	Charges	Earnings	
		Newspaper	Carrier
10	$ 1.00	60¢	40¢
40	$ 4.00		
75	$ 7.50		
100	$10.00		
250	$25.00		
425	$42.50		



You need:

1. paper
2. pencil

Talk to your Mom and Dad about delivering papers. Ask them these questions:

1. Did you ever work as a newspaper carrier when you were young?
2. How much money did you earn each month?
3. What did you learn from your work?
4. How did the work experience help you later in your life?
5. Tell about any work you did as a young person.

MOM IS Marvelous

SKILLS
ARE
NECESSARY!

You need:

1. paper
2. pencil
3. crayons

Make a poster to show how a newspaper carrier might use one or more of these skills in his job!

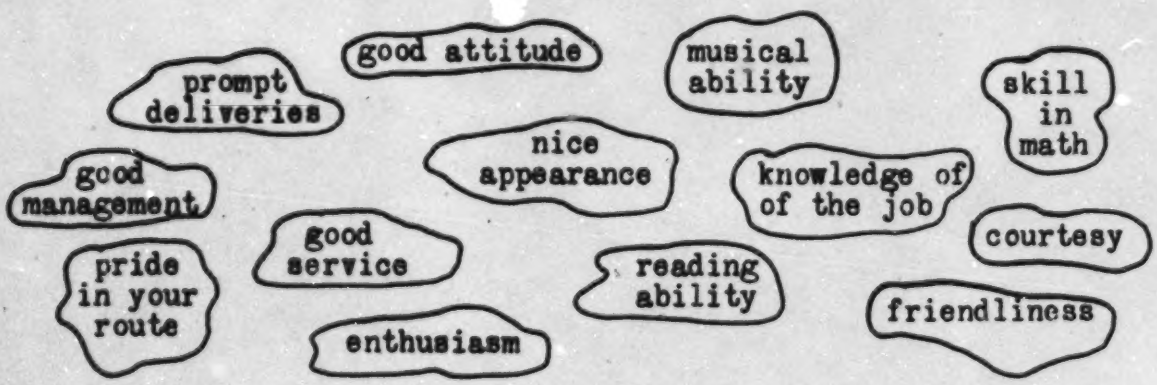
Science	Sharing
Reading	Art
Math	Music
Health	Writing
Listening	Friendship

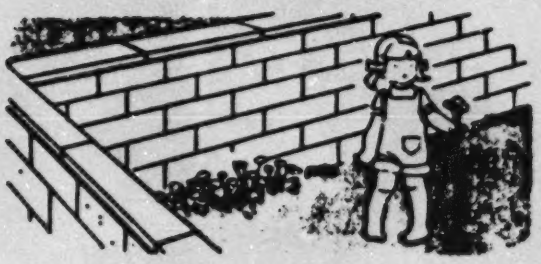
A CUSTOMER
HAS IDEAS!

You need:

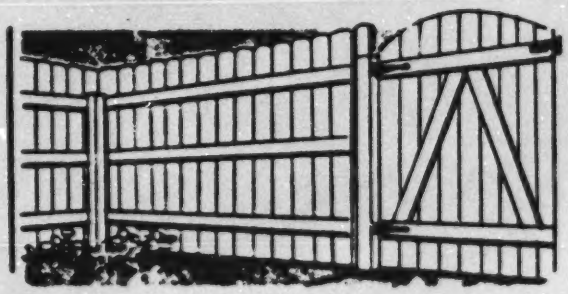
1. paper
2. pencil

You are a customer. You have some good ideas of what you expect from your newspaper carrier. Write down at least eight qualities you think a good newspaper carrier must have!





CHANGES KEEP LIFE INTERESTING



You need:

1. paper
2. pencil

Your route is always changing. It is your responsibility to see that you keep up with all those changes. One way to do this is by making regular collection calls. Can you think of any other ways to keep up with route changes? Write down your ideas.

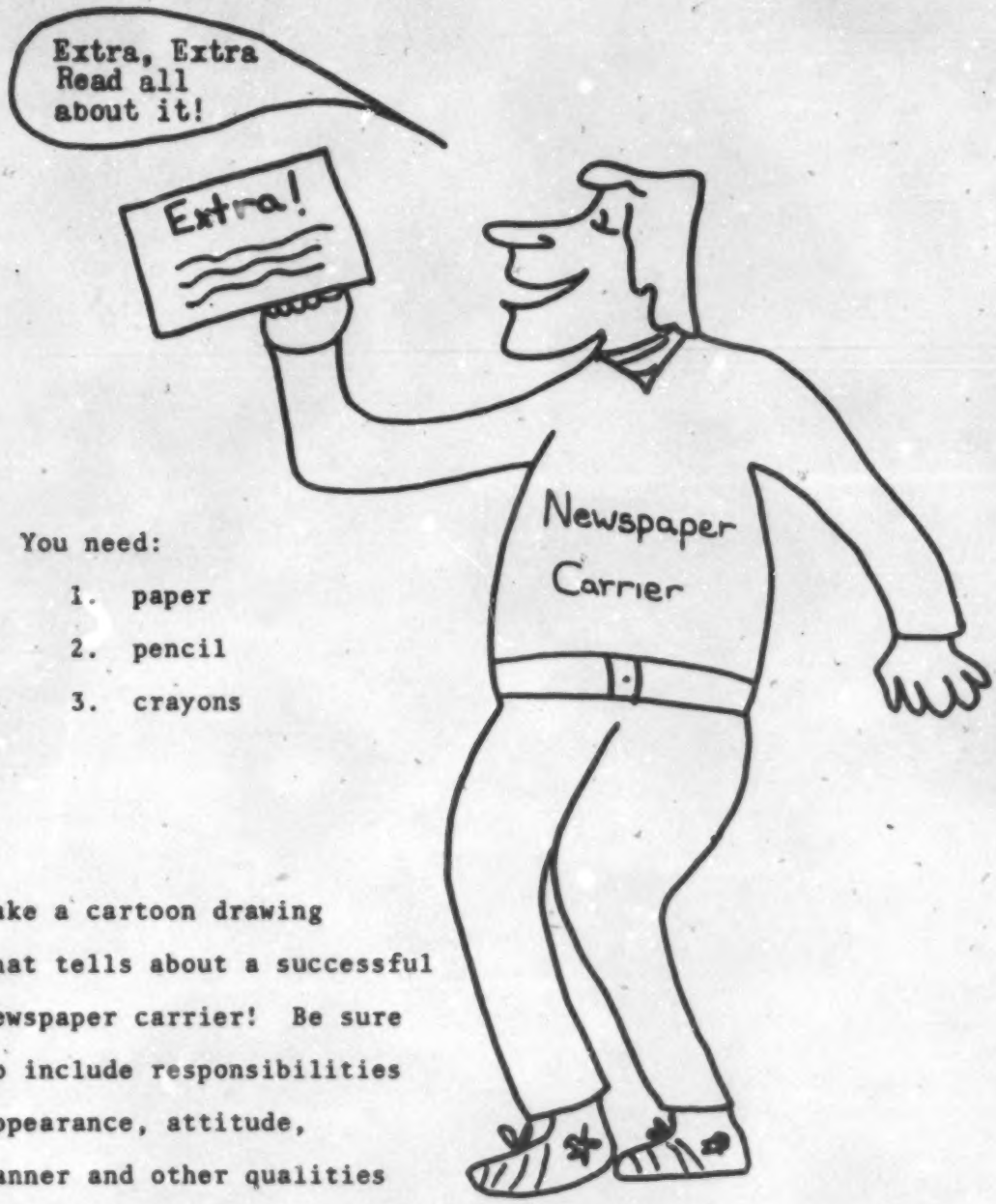
What changes have occured in your own neighborhood in the last six months? How did you keep up with those changes? Write down the changes and your method of keeping track.

BLAST OFF
TO A
SUCCESSFUL FUTURE

You need:

1. pencil
2. paper
3. crayons

You're a successful newspaper carrier. You've learned much about people, money, being responsible and good management. Name other things you've learned in your job. How will these things help you in the future? Write a paragraph about what you might like to be when you grow up. Tell how being in the carrier business can help!



You need:

1. paper
2. pencil
3. crayons

Make a cartoon drawing that tells about a successful newspaper carrier! Be sure to include responsibilities appearance, attitude, manner and other qualities you feel are necessary in order to maintain a route. Your cartoon sketch should include at least four frames!